



U.S. Army 2005 MWR Leisure Needs Survey Results

**222nd BSB - Baumholder
Germany**

BRIEFING OUTLINE

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□ **LEISURE NEEDS SURVEY**

- Project Overview
- Methodology
- Patron Sample
- Products

□ **SURVEY RESULTS**

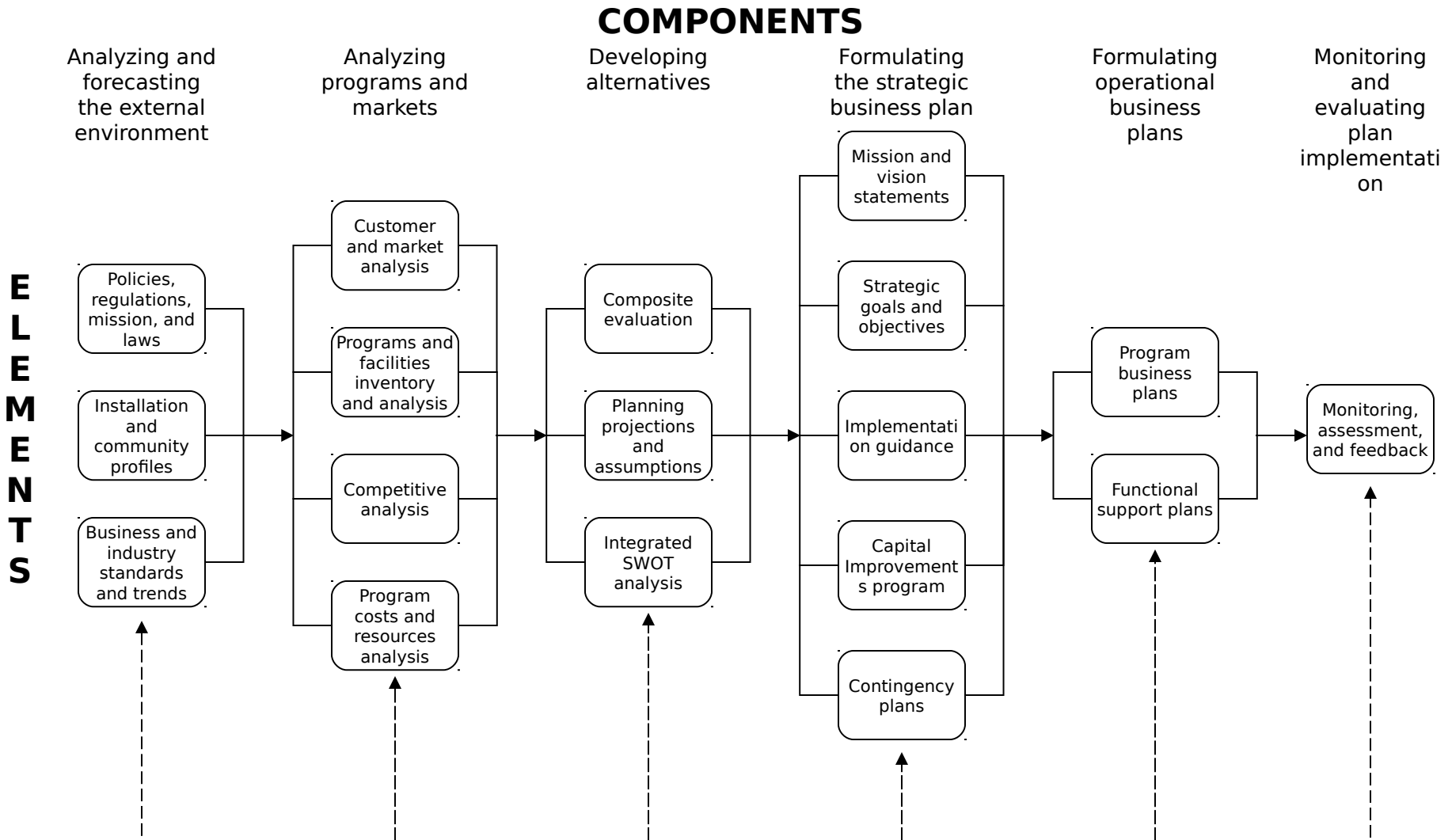
- MWR Programs and Facilities
- Army Community Service
- Child and Youth Services
- Better Opportunities for Single Soldiers
- Leisure Activities
- Deployment and MWR
- Career Intentions

□ **NEXT STEPS**

PROJECT OVERVIEW

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MWR STRATEGIC BUSINESS PLANNING MODEL



METHODOLOGY

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▮ PROJECT SCOPE

- 92 sites were surveyed in 2005
 - Northeast (21 sites)
 - Northwest (10 sites)
 - Southeast (13 sites)
 - Southwest (14 sites)
 - Europe (20 sites)
 - Korea (9 sites)
 - Pacific (5 sites)
- 249,555 surveys were distributed throughout the Army to four patron groups:
 - Active Duty Soldiers
 - Spouses of Active Duty Soldiers (CONUS only)
 - DA Civilians
 - Retirees (CONUS only)
- 2,232 surveys were distributed at 222nd BSB - Baumholder



▮ SURVEY ADMINISTRATION

- Designed to collect information on installation MWR programs and facilities as well as the leisure activities of your potential market
- 65 multiple choice questions; 7 questions were tailored to your specific installation issues

▮ **SURVEY ADMINISTRATION (Continued)**

- Active Duty and DA Civilian surveys distributed by installation POCs
- Spouses of Active Duty and Retiree surveys direct mailed to home addresses (CONUS only)
- Web survey option offered for the first time to all respondents

METHODOLOGY

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□ SURVEY SAMPLE

- Four population segments
 - Active Duty
 - Civilian Employees
 - Spouses of Active Duty (CONUS only)
 - Retirees (CONUS only)
- Response Rates and Confidence Intervals for each patron group and overall sample

	<u>Survey Population</u>	<u>Surveys Distributed</u>	<u>Surveys Returned</u>	<u>Response Rate *</u>	<u>Confidence Interval **</u>
Army:					
Survey Totals	1,212,240	249,555	50,651	20.91%	±.43%
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Active Duty	4,636	1,197	56	4.68%	±13.02%
Spouses of Active Duty	N/A	N/A	N/A	N/A	N/A
Civilian Employees	1,600	1,035	28	2.71%	±18.36%
Retirees	N/A	N/A	N/A	N/A	N/A
Total	6,236	2,232	84	3.76%	±10.62%

* Response rate is calculated by dividing the number of surveys returned by the number of surveys distributed. It should be noted that low response rates (i.e., less than 20%) increase the chance that one or more subgroups (e.g., for active duty patron group, E1-E4 is a subgroup) may be over- or under-represented. Any patron groups with fewer than 15 survey respondents do not have their data reported to protect privacy and ensure representativeness.

**A confidence interval for a sample mean tells us the range in which we are likely to find the true population mean: Assume 300 surveys were returned for an active duty patron group of 1,350. 52% responded that they used the gym in the last year. The 95% confidence interval for this case would be ±5%. Thus there is a 95% chance that the TOTAL number of active duty at this installation who used the gym last year is between 47% and 57%. We can be 95% confident that between 634 and 770 active duty used the gym

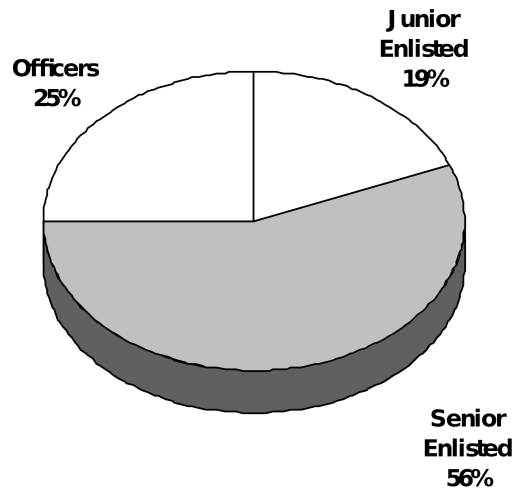
PATRON SAMPLE*

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RESPONDENT POPULATION SEGMENTS

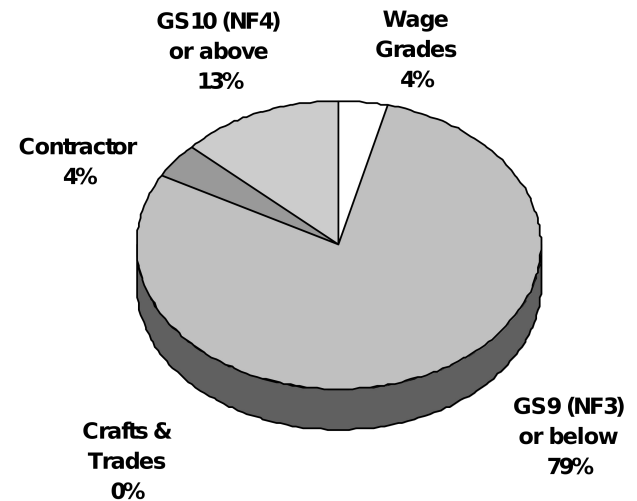
ACTIVE DUTY

(n = 52)



CIVILIANS

(n = 24)



* The n provided for each patron group is equal to the number of respondents who provided their rank or paygrade.

PRODUCTS

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□ **PRODUCTS**

- Comprehensive installation report of survey data in electronic form
- SPSS data file provided to installation representatives for further analyses, if desired
- Installation level briefing of findings
- IMA and Army level roll-up reports and briefings

□ **PRODUCT DISTRIBUTION**

- All products provided on CD
- CD distribution to installation MWR Directors, IMA Headquarters, and U.S. Army Community and Family Support Center

MWR PROGRAMS & FACILITIES: USAGE AT 222nd BSB - BAUMHOLDER

222nd BSB - Baumholder

MOST FREQUENTLY USED FACILITIES

Bowling Food & Beverage	79%
Fitness Center/Gymnasium	78%
Bowling Center	69%
Library	60%
Athletic Fields	53%

LEAST FREQUENTLY USED FACILITIES

Cabins & Campgrounds	6%
Youth Center	9%
Golf Course Food & Beverage	12%
School Age Services	13%
BOSS	13%

MWR PROGRAMS & FACILITIES: SATISFACTION AT 222nd BSB - BAUMHOLDER*

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FACILITIES WITH HIGHEST SATISFACTION RATINGS*

Youth Center	4.51
Bowling Center	4.35
Swimming Pool	4.31
Bowling Food & Beverage	4.19
Automotive Skills	4.07

FACILITIES WITH LOWEST SATISFACTION RATINGS*

Golf Course Food & Beverage	3.28
Multipurpose Sports/Tennis Courts	3.35
BOSS	3.38
Cabins & Campgrounds	3.39
Golf Course Pro Shop	3.52

*Programs and facilities were rated on a 5 point scale: 5 = Very Satisfied and 1 = Very Dissatisfied

MWR PROGRAMS & FACILITIES: QUALITY AT 222nd BSB - BAUMHOLDER*

222nd BSB - Baumholder

FACILITIES WITH HIGHEST QUALITY RATINGS*

Bowling Center	4.23
Bowling Food & Beverage	4.17
Bowling Pro Shop	4.11
Youth Center	4.05
Swimming Pool	4.04

FACILITIES WITH LOWEST QUALITY RATINGS*

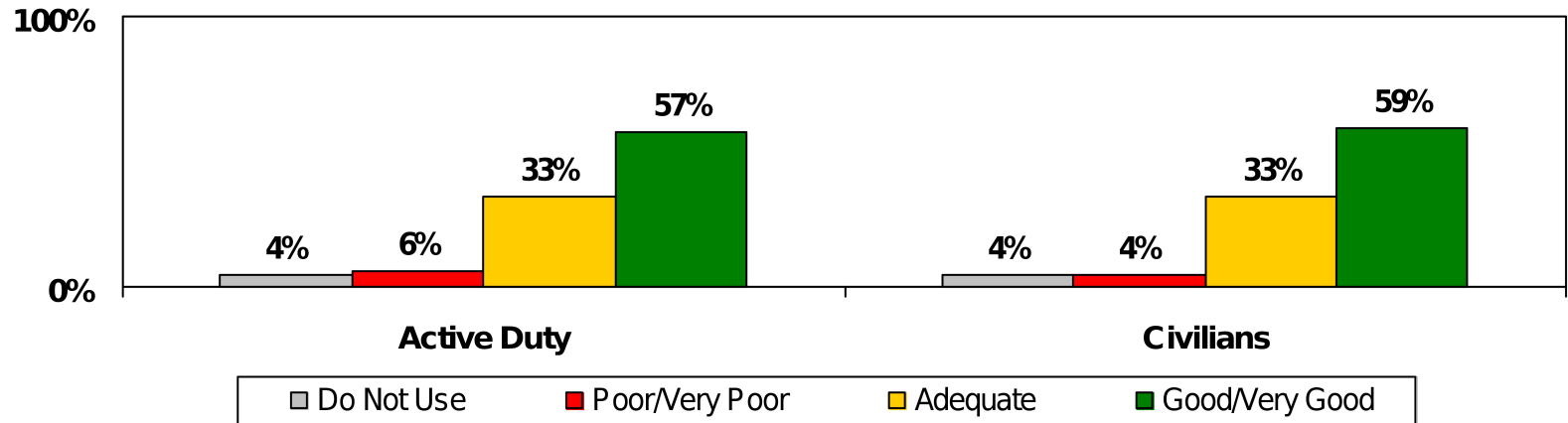
Multipurpose Sports/Tennis Courts	3.15
Golf Course Food & Beverage	3.51
Cabins & Campgrounds	3.54
Arts & Crafts Center	3.59
Library	3.60

*Programs and facilities were rated on a 5 point scale: 5 = Very Good and 1 = Very Poor. These ratings are an average of three quality scores: Building/Facility/Space, Equipment/Furnishings, and Personnel.

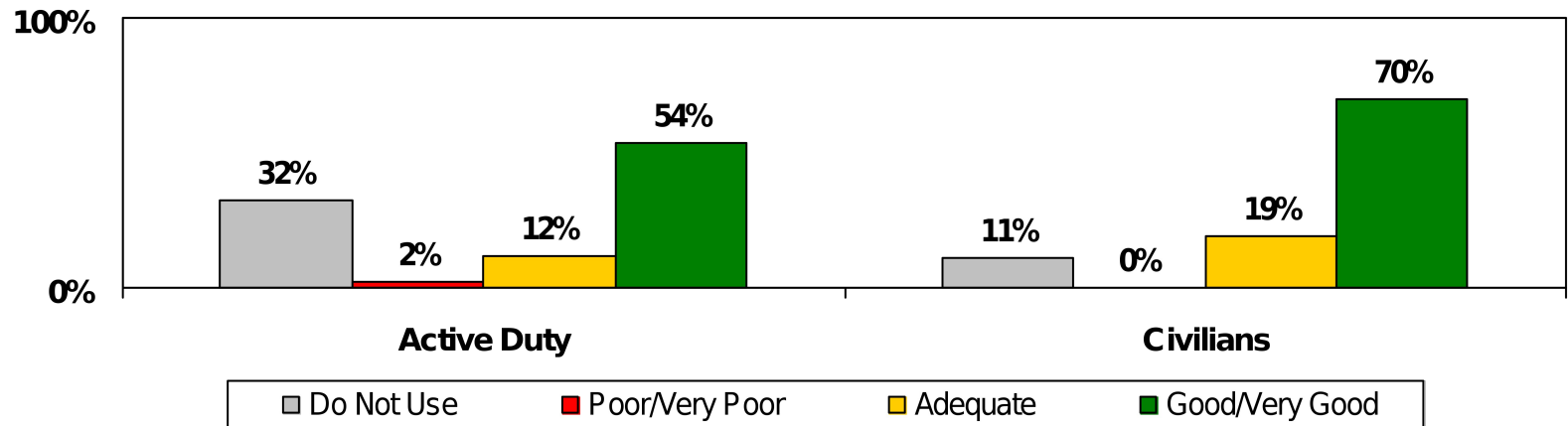
MWR PROGRAMS & FACILITIES: FOOD AND BEVERAGE SERVICES QUALITY

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Quality of On-Post Services



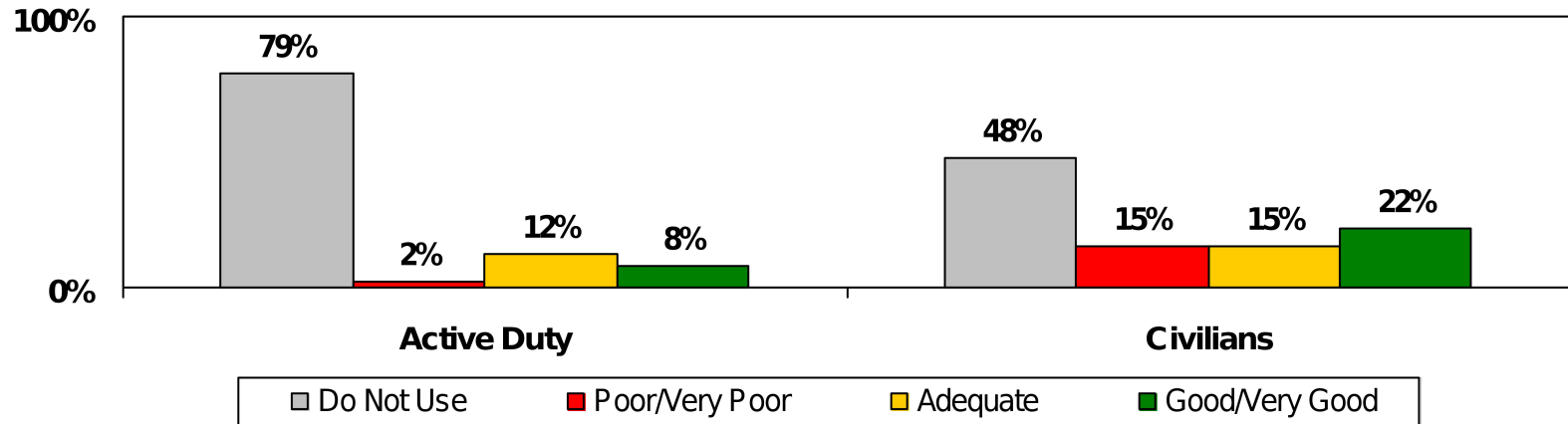
Quality of Off-Post Services



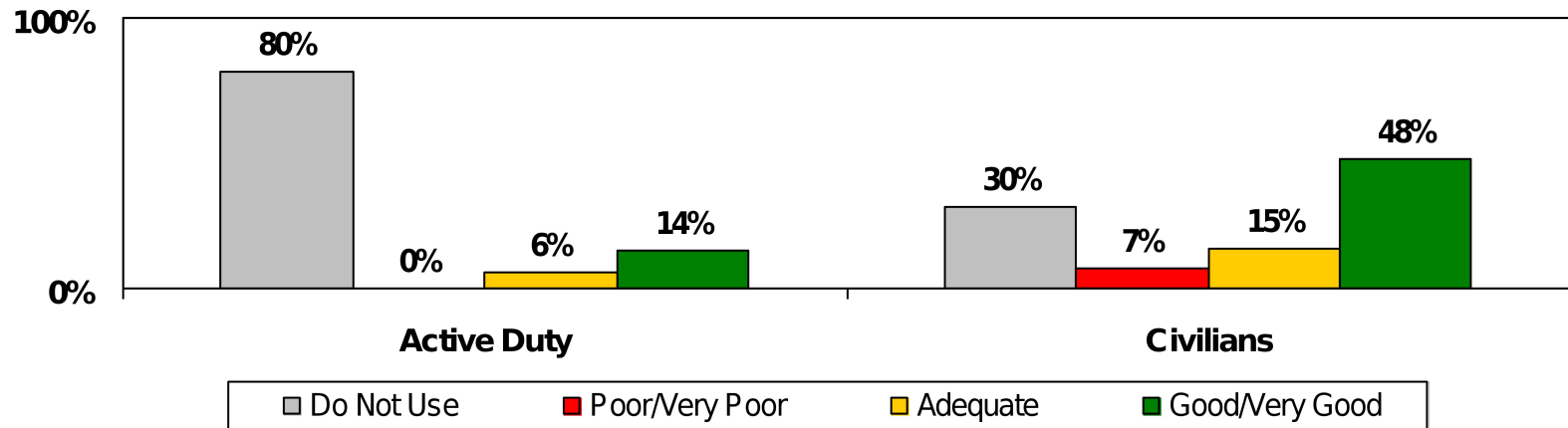
MWR PROGRAMS & FACILITIES: CATERING SERVICES QUALITY

222nd BSB - Baumholder

Quality of On-Post Services



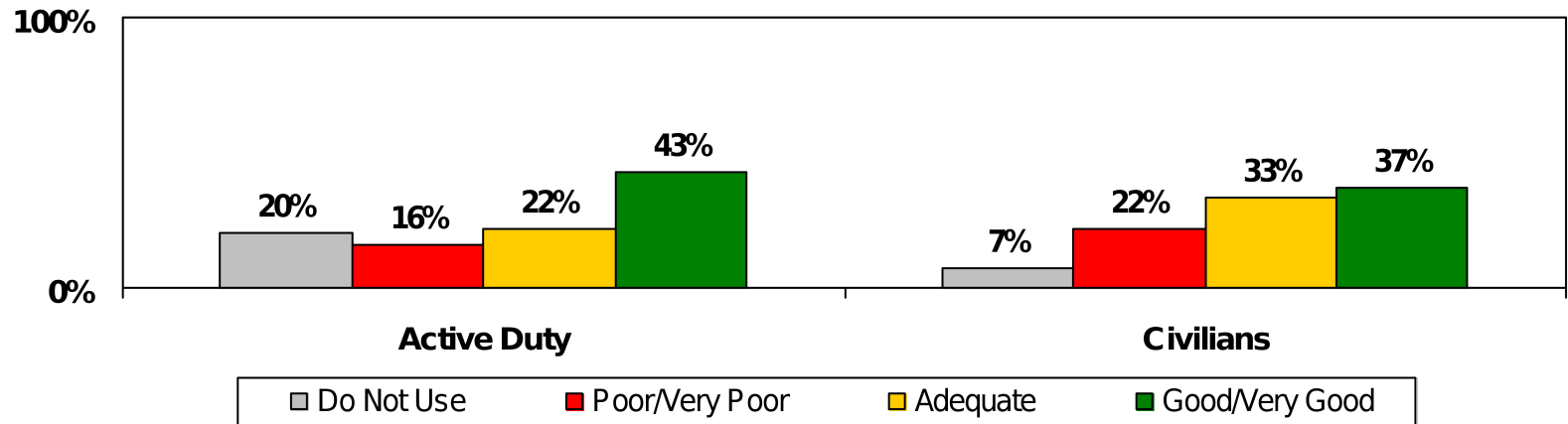
Quality of Off-Post Services



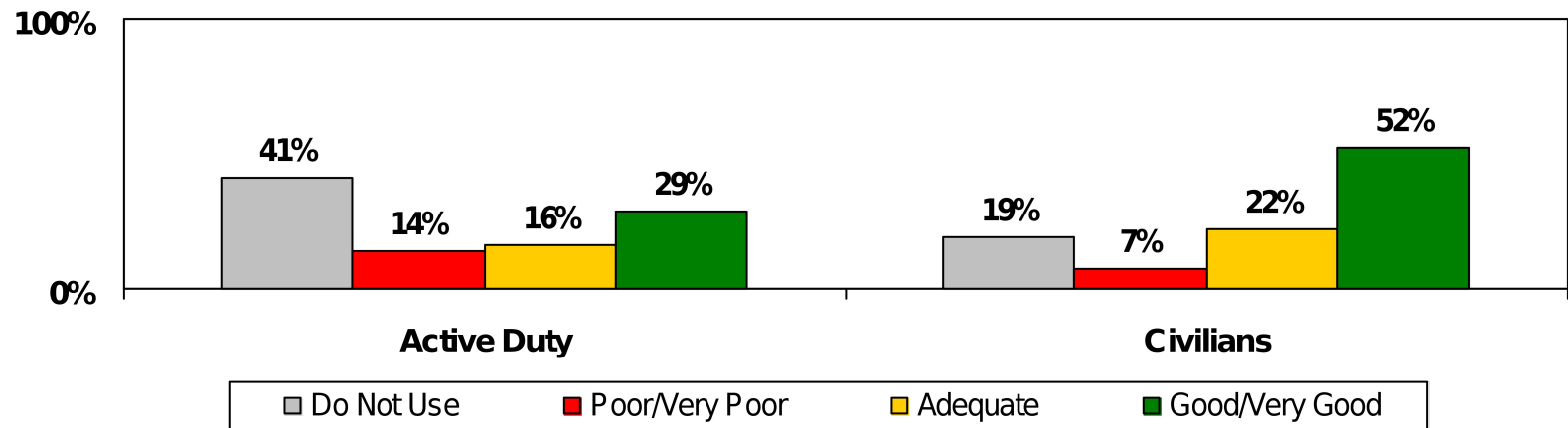
MWR PROGRAMS & FACILITIES: ENTERTAINMENT SERVICES QUALITY

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Quality of On-Post Services

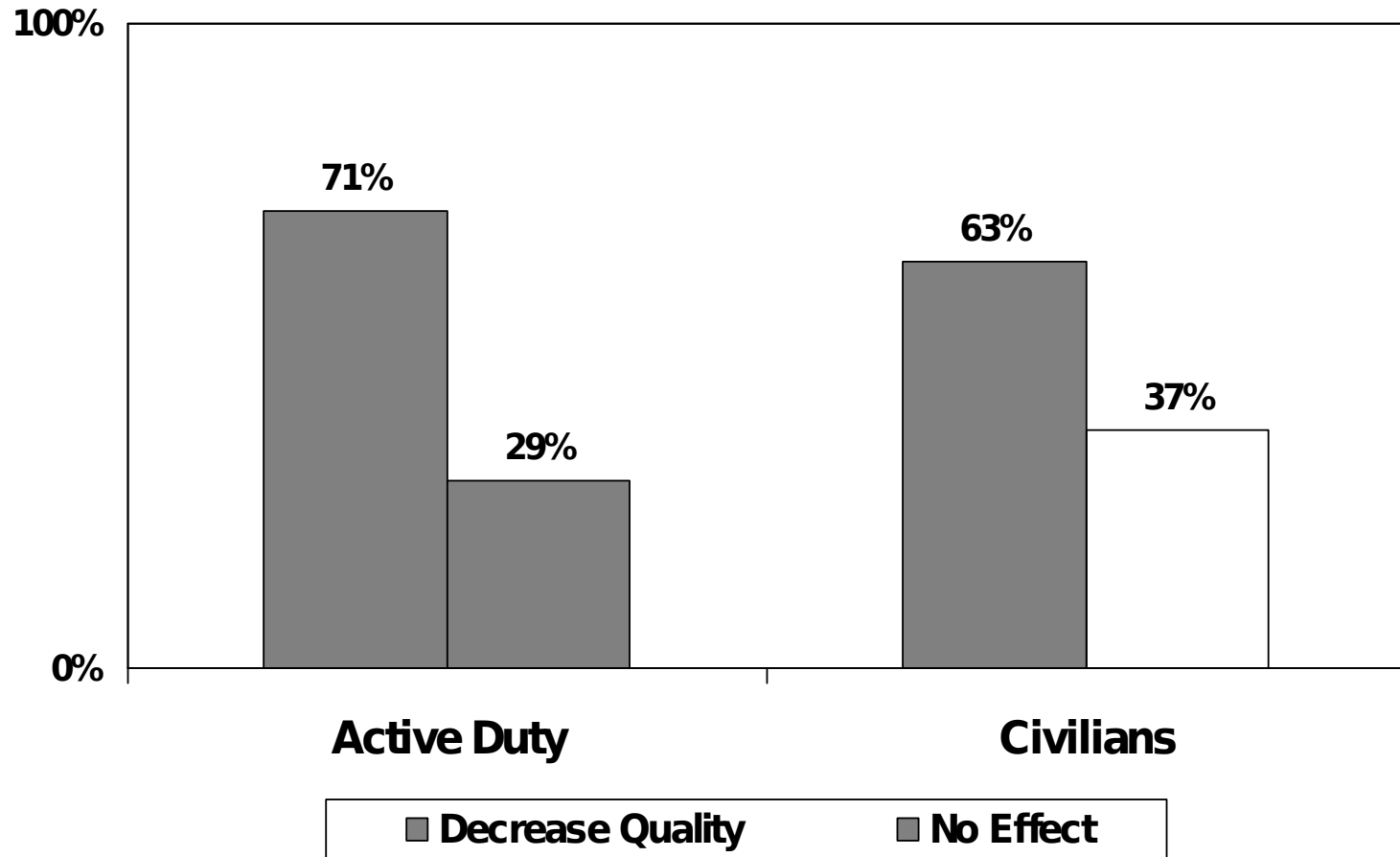


Quality of Off-Post Services



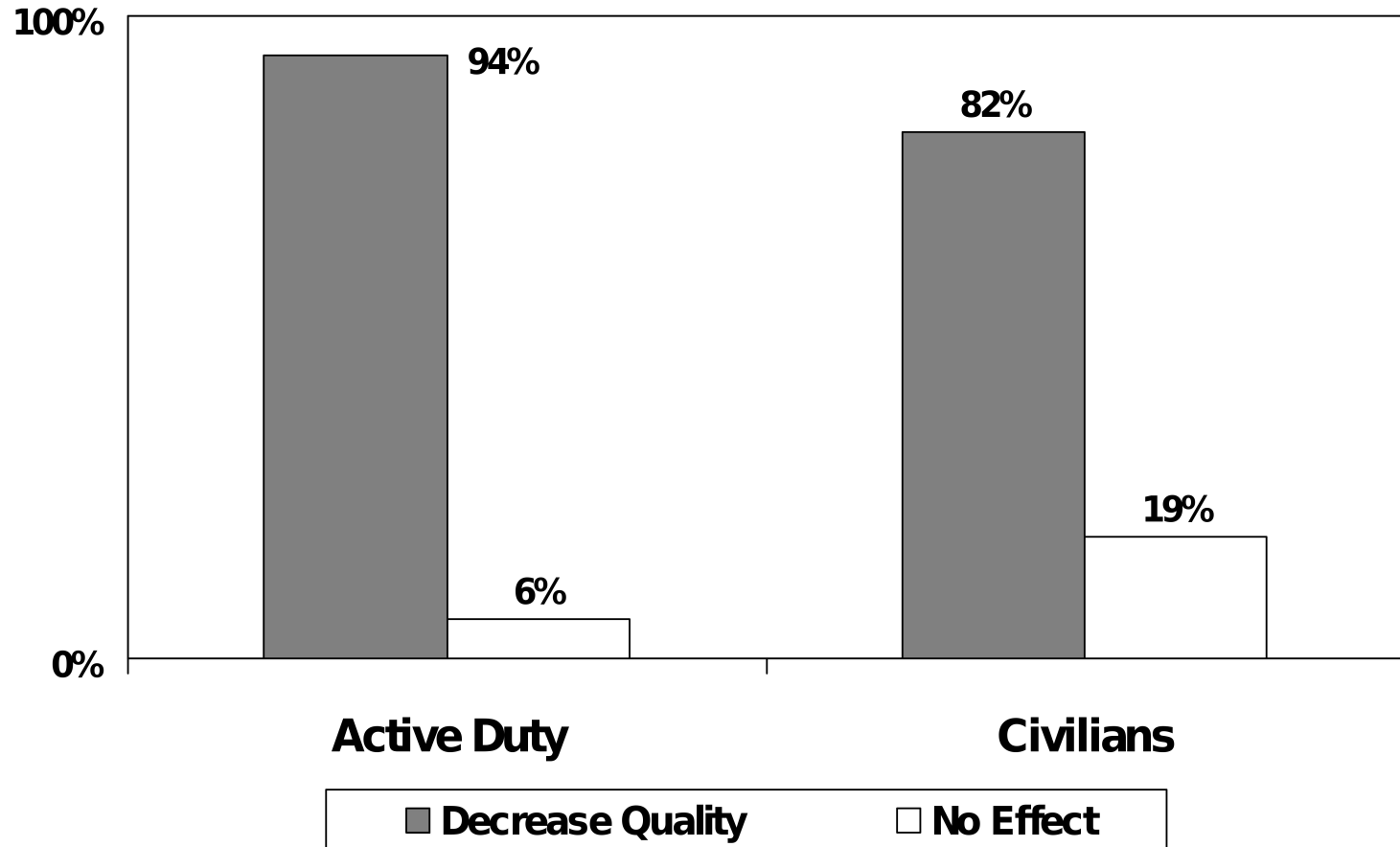
MWR PROGRAMS & FACILITIES: CLUB PROGRAM ELIMINATION EFFECT ON ARMY QOL

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MWR PROGRAMS & FACILITIES: RECREATION PROGRAM ELIMINATION EFFECT ON ARMY QOL

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MWR PROGRAMS & SERVICES: MOST AND LEAST IMPORTANT ACTIVITIES/PROGRAMS

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Respondents were asked to select the 7 most important and 7 least important activities and programs offered on an Army installation.

Top 7 Activities/Programs

Fitness Center/Gymnasium	73%
Army Lodging	62%
Library	55%
Athletic Fields	51%
Automotive Skills	47%
Child Development Center	46%
Youth Center	46%

RV Park	86%
Golf Course Food & Beverage	53%
Bowling Pro Shop	51%
Arts & Crafts Center	51%
Clubs	49%
Golf Course Pro Shop	47%
Cabins & Campgrounds	46%

Bottom 7 Activities/Programs

MWR PROGRAMS & SERVICES: SOURCES OF INFORMATION*

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WHERE DO YOU GET INFORMATION?	ACTIVE DUTY	CIVILIANS	TOTAL
Internet	26%	15%	24%
E-mail	23%	19%	22%
Friends and neighbors	47%	58%	50%
Family Readiness Groups (FRGs)	21%	4%	16%
Bulletin boards on post	62%	58%	61%
Post newspaper	38%	42%	39%
MWR publications	36%	42%	37%
Radio	17%	23%	19%
Television	47%	27%	42%
My child(ren) let(s) me know	8%	0%	6%
Other unit members or co-workers	30%	27%	29%
Unit or post commander or supervisor	21%	12%	18%
Marquees/billboards	34%	54%	39%
Flyers	43%	46%	44%
Other	11%	8%	10%
I never hear anything	2%	4%	2%

*The top 3 sources of MWR information are shaded for each patron group and the total population.

MWR PROGRAMS/SERVICES: GENERATE FEELING THAT THE ARMY CARES ABOUT ITS PEOPLE*

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MWR PROGRAM/SERVICE	ACTIVE DUTY
Army Child and Youth Services	83%
Better Opportunities for Single Soldiers	36%
Army Community Service	61%
MWR Programs and Services	81%

* Positive = moderate, great or very great extent

ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - ACTIVE DUTY

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ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL [†]
Information and Referral	55%	100%	0%
Outreach programs	53%	90%	10%
Family Readiness Groups	78%	82%	18%
Relocation Readiness Program	71%	95%	5%
Family Advocacy Program	78%	79%	21%
Crisis intervention	60%	78%	22%
Money management classes, budgeting assistance	69%	67%	33%
Financial counseling, including tax assistance	78%	83%	17%
Consumer information	40%	100%	0%
Employment Readiness Program	62%	78%	22%
Foster child care	44%	75%	25%
Exceptional Family Member Program	75%	69%	31%
Army Family Team Building	69%	86%	14%
Army Family Action Plan	64%	92%	8%

* Percentage of Active Duty users

ARMY COMMUNITY SERVICE: POSITIVE IMPACTS ON ACTIVE DUTY

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POSITIVE* ACS IMPACTS	ACTIVE DUTY
Satisfaction with my job	56%
Personal job performance/readiness	39%
Unit cohesion and teamwork	56%
Unit readiness	58%
Relationship with my spouse	38%
Relationship with my children	44%
My family's adjustment to Army life	47%
Family preparedness for deployments	50%
Ability to manage my finances	37%
Feeling that I am part of the military community	45%

* Positive = moderate, great or very great extent

CHILD AND YOUTH SERVICES: POSITIVE IMPACTS ON ACTIVE DUTY

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POSITIVE* CYS IMPACTS	ACTIVE DUTY
Helps minimize lost duty/work time due to lack of child care/youth sponsorship options	80%
Helps minimize lost duty/work time due to lack of child care/youth services	80%
Plays a role in influencing my decision/my spouse's decision to remain in the Army	65%
Allows me to work outside my home	83%
Allows me to work at home	73%
Offers me an employment opportunity within the CYS program	89%
Allows me/my spouse to better concentrate on my/our job(s)	80%
Provides positive growth and development opportunities for my children	81%

* Positive = moderate, great or very great extent

BETTER OPPORTUNITIES FOR SINGLE SOLDIERS (BOSS):

POSITIVE IMPACTS ON ACTIVE DUTY

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POSITIVE* BOSS IMPACTS	ACTIVE DUTY
Satisfaction with my job	33%
Personal job performance/readiness	38%
Unit cohesion and teamwork	40%
Unit readiness	40%
Ability to manage my finances	33%
Feeling that I am part of the military community	30%
Relationship with my children (single parents)	50%
My family's adjustment to Army life (single parents)	43%
Family preparedness for deployments (single parents)	50%

* Positive = moderate, great or very great extent

LEISURE ACTIVITIES: PREFERENCES OVERALL AND BY PATRON GROUP

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Top 10 Leisure Activities for All Respondents

Internet access/applications (home)	60%
Entertaining guests at home	56%
Watching TV, videotapes, and DVDs	51%
Automotive maintenance & repair	45%
Internet access (library)	43%
Reading	43%
Going to movie theaters	41%
Festivals/events	39%
Running/jogging	36%
Bowling	33%

Top 5 for Active Duty

Internet access/applications (home)	63%
Entertaining guests at home	58%
Watching TV, videotapes, and DVDs	53%
Automotive maintenance & repair	51%
Going to movie theaters	47%

Top 5 for Civilians

Entertaining guests at home	52%
Internet access/applications (home)	50%
Festivals/events	47%
Watching TV, videotapes, and DVDs	47%
Walking	36%

LEISURE ACTIVITIES: PREFERENCES BY ACTIVITY CATEGORY

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Team Sports

Basketball	20%
Touch/flag football	17%
Volleyball	11%
Softball	9%
Soccer	8%

Outdoor Recreation

Bicycle riding/mountain biking	27%
Camping/hiking/backpacking	23%
Snow skiing/snowboarding	21%
Picnicking	19%
Going to beaches/lakes	17%

Social

Entertaining guests at home	56%
Night clubs/lounges	31%
Dancing	28%
Happy hour/social hour	27%
Special family events	19%

Sports and Fitness

Running/jogging	36%
Bowling	33%
Cardiovascular equipment	32%
Weight/strength training	30%
Walking	26%

Entertainment

Watching TV, videotapes, and DVDs	51%
Going to movie theaters	41%
Festivals/events	39%
Attending sports events	27%
Card/table games	19%

Special Interests

Internet access/applications (home)	60%
Automotive maintenance & repair	45%
Digital photography	31%
Trips/touring	30%
Computer games	29%

LEISURE ACTIVITIES: MARKET SHARE OF ACTIVITY PREFERENCES ON POST*

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ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	OVERALL PARTICIPATION
Internet access (library)	43%	N/A	43%
Reading	43%	N/A	43%
Cardiovascular equipment	32%	0%	32%
Bowling	32%	1%	33%
Automotive maintenance & repair	31%	10%	45%
Entertaining guests at home	31%	26%	56%
Going to movie theaters	29%	12%	41%

*Top 7 leisure activity preferences ranked by on-post participation.

LEISURE ACTIVITIES: MARKET SHARE OF SPECIAL INTEREST ACTIVITY PREFERENCES BY LOCATION*

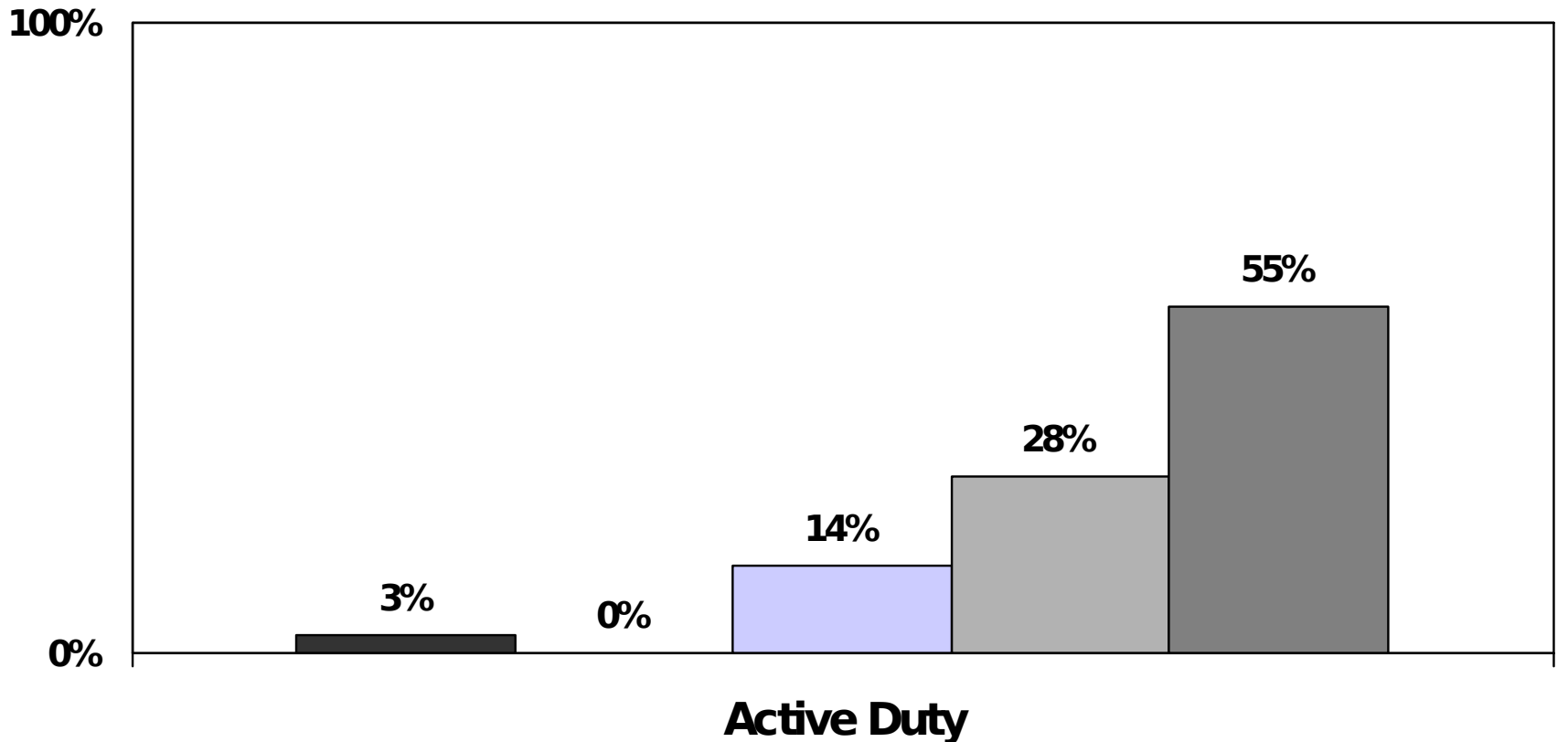
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ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	PARTICIPATED PRIMARILY AT HOME	OVERALL PARTICIPATION
Internet access/applications (home)	11%	4%	45%	60%
Automotive maintenance & repair	31%	10%	3%	45%
Digital photography	5%	10%	15%	31%
Trips/touring	9%	21%	0%	30%
Computer games	4%	1%	24%	29%
Automotive detailing/washing	12%	11%	3%	26%
Gardening	3%	1%	11%	15%

*Top 7 special interest activity preferences ranked by overall participation.

DEPLOYMENT AND MWR: IMPORTANCE OF ACCESS TO MWR DURING DEPLOYMENT

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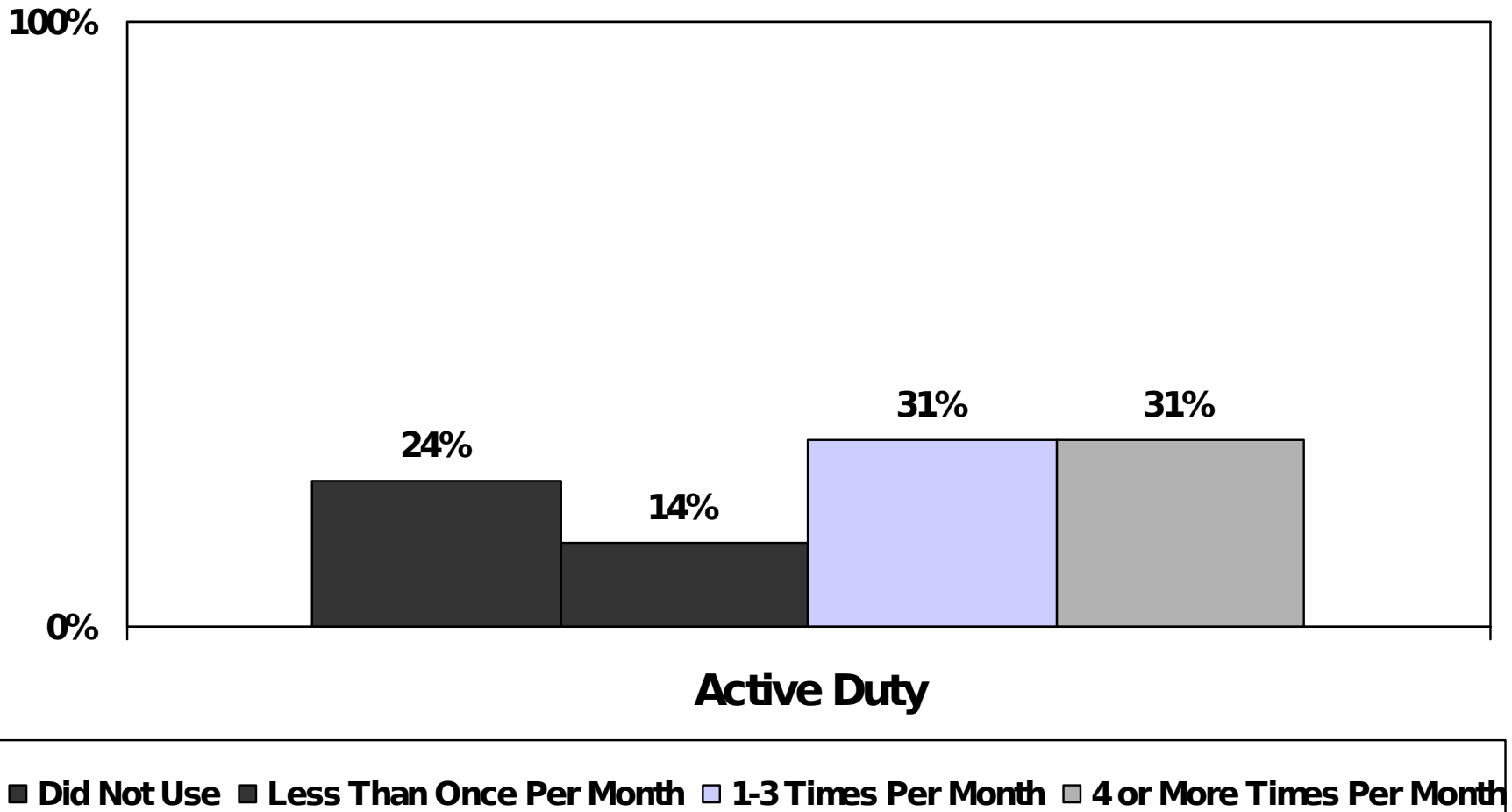


■ Not Important ■ Slightly Important ■ Moderately Important ■ Important ■ Very Important

DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT IN THEATER OR AT HOME

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INSTALLATION



CAREER INTENTIONS: ACTIVE DUTY

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Current Plans About Making the Military Your Career	ACTIVE DUTY
Definitely will not make military a career	12%
Probably will not make military a career	14%
Undecided	18%
Probably will make military a career	14%
Definitely will make military a career	42%

NEXT STEPS

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□ **INSTALLATION REPORTS**

- Review information on 91 leisure activities and up to 40 MWR facilities
- Share with Commander and program managers

□ **DATA APPLICATIONS**

- Action planning for program change and enhancement
- Strategic business planning
- Five year program planning
- Priorities for Project Validation Assessments
- Follow-up focus groups on items of interest or for clarification of findings
- Input into the Installation Status Report (ISR)